

Awareness Campaign Examples- Outline

Example One- National Diabetes Foundation

www.hdep.nih.gov

“Small Steps, Big Rewards. Preventing Type II Diabetes.”

Points of interest:

- links for high-risk groups in both Spanish and English. (targeted messages)
- “50 Ways to...” Could be used with Affordable housing.
- public service advertising campaign tailored to each high-risk group. TV, radio, and print PSAs included.
- *Toolkit for both health care providers and consumers. (could be used for buyers and sellers) Includes practical tips sheet, educational posters and booklet, latest research findings. All in over 17 languages.
- All campaign materials are easily accessible and downloadable for use and distribution without permission on organization’s website.

Example Two- Minnesota Dept. of Health

www.health.state.mn.us/fas/media/

Fetal Alcohol Syndrome Prevention Campaign

Points of interest:

- very clear audience focus and approach- all messages tailored directly
- messages tailored not only to childbearing women but their family, friends, partners, colleagues, etc. (This could be a very useful tool in affordable housing)
- radio announcements on #1 and #2 stations known to reach specific audience.
- free posters for local community organizations and provider agencies. (In both English and Spanish)
- newspaper ads.
- pocket tip card
- toll free phone line that anyone interested can call for information and support.
- website information and resources for women and supporters.
- healthcare provider tip sheet.
- mass mailings of information to local community members and health care providers
- bus side ads
- links on website for further information

Example Three- Department of Homeland Security

www.dhs.gov/dhspublic/display?content=4774

www.ready.gov/npm/index.htm

“Ready America” and American Red Cross National Preparedness and Disaster Awareness Month.

Points of interest:

- Tagline- “Get a Kit, Make a Plan, Be Informed, Get Involved.” A tagline would be very useful for an Affordable Housing Awareness campaign to get people to take interest and further understand the cause.
- Involvement of many organizations across the country- not just the one promoting campaign.
- information distributed at state fairs
- information distributed at town hall meetings locally
- outreach training for safety employees specifically tailored to disaster preparedness.
- education for children in schools
- “Safety and Communications” plans distributed at major transit stations during rush hour in multiple states
- Preparedness awareness day across the country
- pocket size guides
- mailings of brochures
- instructional posters
- Speeches at local events
- Preparedness fair including refreshments, entertainment, live demonstrations, speakers, information distribution, tools and materials.
- This campaign also used their website as a major source of information for target-specific audiences. It has many links for not just the typical American, but kids and businesses as a whole as well. The website also includes resources, family planning ideas, and media that is all downloadable in pdf and mp3, and streaming video files.

Example Four- California Highway Patrol

www.chp.ca.gov/html

www. DUI_awareness.html

Impaired Driving Public Awareness Programs

Points of Interest:

- Program #1- *Sober Graduation* targeting high school seniors
- rallies with local and national celebrity speakers
- fundraisers
- promotional materials such as t-shirts, stickers, etc.
- public service announcements
- accident reenactments
- Program #2- *Designated Driver Program*
- organizations and local restaurants and bars distributing information and materials.
- posters, window stickers, key chains, water bottles, t-shirts, cups
- free designated driver drinking glasses at bars
- billboards and PSAs

- involving beer and wine companies to include the drive responsibly message in their advertisement. (teaming up with useful resources for idea promotion)
- information distribution and speakers at local schools and universities.
- Program #3 *Red Ribbon Week*
- flying well known red ribbon on patrol vehicles
- people signing agreements not to drink and drive receiving a red ribbon
- local community promotional events

Other ideas not related to a specific campaign (My ideas ☺):

- transit shelter posters
- small gifts
- bumper stickers
- create excitement out of a seemingly dull topic
- have a good slogan
- use strong visualization
- exhibits at shopping malls
- exhibits at local festivals
- conferences related to campaign
- adult education classes (for buyers and sellers)
- weekend field seminars
- web advertisements
- informational emails with downloadable materials
- educational programs on the internet
- online questionnaires and quizzes
- surveys (online and throughout community)
- information for distribution at places of worship
- CDrom for sellers (or buyers) with information pertaining to subject
- Information available at local grocery stores
- Information distribution on more than one language
- small kits for distribution at grocery stores, places of worship, or special community events
- information available at local libraries.
- yard signs?
- information distribution on campuses